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# Scaling In-house SEO

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The leading industry event by digital marketers for digital marketers

# A little background

- 11+ years at Microsoft
- Digital Strategy, advertising, search, content, UX roles
- Lead central SEO and Content Strategy initiatives



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# A little background



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## Four Disciplines of Execution



1. Focus on the wildly important
2. Act on the lead measures
3. Keep a compelling scorecard
4. Create a cadence of accountability



"Our industry does not respect tradition – it only respects innovation."

# All-up SEO challenges

## Content Types

- Pre-sales
- Post-sales
- Ecommerce
- News/Blogs
- Search

## Analytics

- Webtrends
- Omniture
- MDA
- Other

## Objectives

- Customer Acquisition
- Revenue
- Customer Satisfaction
- Market Share



## CMS Platforms

- Over 12 in use

## Global Markets

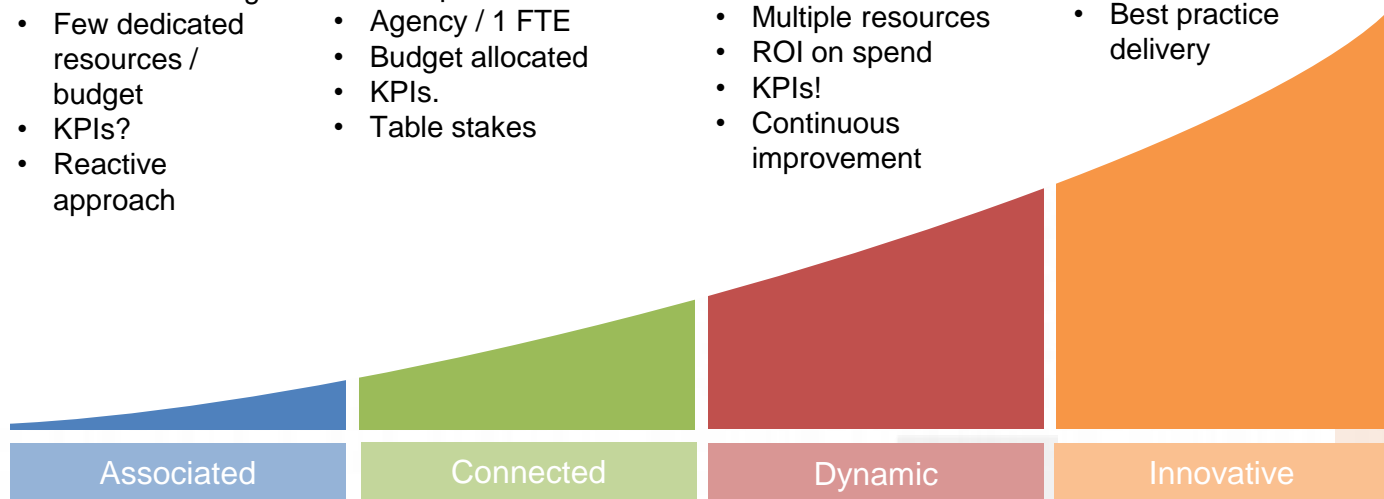
- 1-140+

## Stakeholders

- IT (OPS)
- Design/Dev
- Writers
- Site Managers
- Subsidiaries
- Agencies/Vendors
- Executives

# The SEO maturity model across Microsoft

- SEO as a thought
  - Few dedicated resources / budget
  - KPIs?
  - Reactive approach
- SEO plan
  - Agency / 1 FTE
  - Budget allocated
  - KPIs.
  - Table stakes
- SEO strategy
  - Multiple resources
  - ROI on spend
  - KPIs!
  - Continuous improvement
- Leading others
  - Best practice delivery



# The “Hybrid SEO” approach

- Assigned designated SEO lead
- Defined and reporting SEO targets
- Categorized lists of targeted keywords
- Prioritized technical SEO opportunities
- Adopted our social sharing button specs
- On-boarded with Bright Edge
- Utilizes iCrossing or other SEO agency

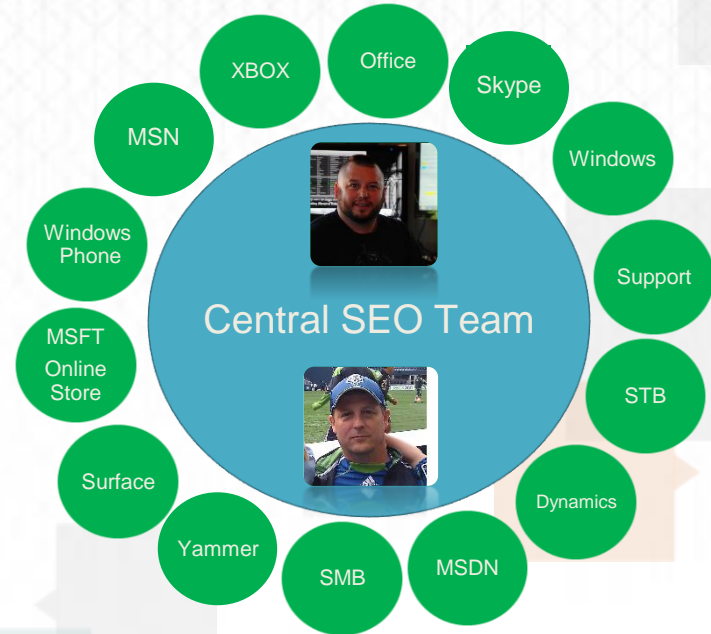


Yammer Community



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## SEO Community “Leads”



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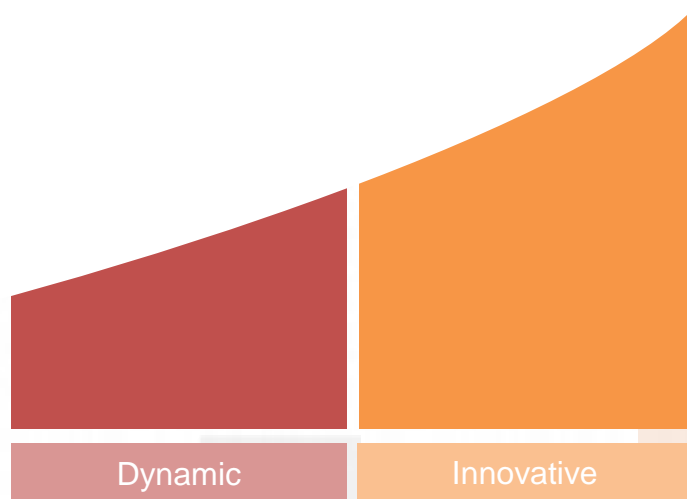
# Addressing the low end of maturity



Focus on buy-in  
Understand and align needs  
Establish a baseline  
Target low-hanging fruit  
Remember the pareto rule  
Amplify wins  
KPIs then ROI  
Know your audience

# Creating your “thoroughbreds”

Get them comfortable with risk  
Look beyond the obvious  
Entrust them with opportunities  
**Give them ALL the credit**  
**Productize their work**



# Azure non-brand content

- Azure site primarily focused on branded keywords; significant untapped non-brand opportunity
- Targeted high value keywords focusing on content optimization for current pages
- Key Actions:
  - Changes to page titles and descriptions
  - Adjusted core page content to include target terms
  - Strategic cross-linking
  - URL modifications and page redirects to reflect new terms

## Sample Oppty – “Hadoop tutorial”

Primary Keyword	keyword	q_search
hadoop	hadoop	74000
hadoop -d	hadoop -d	74000
hadoop tutorial	hadoop tuto	8100
what is hadoop	what is hado	6600
hadoop	apache hado	3600

**Hadoop Tutorial: Hello World - An Overview of Hadoop with ...**  
[hortonworks.com/hadoop-tutorial/hello-world-an-introducti...](http://hortonworks.com/hadoop-tutorial/hello-world-an-introducti...) - Hortonworks -  
This Hadoop tutorial provides a short introduction into working with big data in Hadoop via the Hortonworks Sandbox, HCatalog, Pig and Hive.

#2

**Hadoop Tutorial - Cloudera**  
[www.cloudera.com/.../hadoop-tutorial/.../Hadoop-Tutorial.html](http://www.cloudera.com/.../hadoop-tutorial/.../Hadoop-Tutorial.html) - Cloudera -  
This document describes the most important user-facing facets of the Apache Hadoop MapReduce framework and serves as a tutorial. Apache Hadoop ...

#6

**Hadoop Tutorials - Cloudera**  
[www.cloudera.com/content/cloudera/en/training/.../tutorials.htm...](http://www.cloudera.com/content/cloudera/en/training/.../tutorials.htm...) - Cloudera -  
Cloudera's tutorial series includes process overviews and best practices aimed at helping ... Online Training: Introduction to Hadoop and MapReduce. Start on ...

#7

**Get Started with the HDInsight - Microsoft Azure**  
[azure.microsoft.com/en.../hdinsight-hadoop-tutorial-get-started-windows...](http://azure.microsoft.com/en.../hdinsight-hadoop-tutorial-get-started-windows...) -  
May 20, 2015 - To help you learn Hadoop on Windows and start using HDInsight, this tutorial shows you how to run a Hive query on unstructured data in a ...

#19

# Azure Non-brand Content

*new capability pilot*

Keyword  
Variant  
Analysis

Competitive  
Positioning

Internal  
Cannibalization



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# Azure Non-brand Content

## Outcomes

- 100% increase in organic search visits
- 80% increase in organic search free trials
- Free trial completions from SEO grew 2x

## Next Steps

- Global rollout
- Non-brand content expansion

Visits and Signups



# Reporting Accountability

Weekly	Automated dashboards, key insights for influencers and core stakeholders Exec level (SEO org) and line-level
Monthly	Editorial report with performance updates and trends Highlights of key deliverables and partners Broader distribution to interested parties
Quarterly	In –person business review with exec leaders Performance assessment, business impact, key insights Future opportunities, resource asks, business projections
Ad Hoc	Major site, industry, or SEO news / events

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# In Closing...

Establish your own maturity model

Assess and target growth across your key partners / stakeholders

Take risks with those that have the most promise

Accountability matters

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